



# National Pollution Prevention Week



Attached is a compendium of **National Pollution Prevention Week "Activity of the Week" Award Winners for 1999**. The purpose of the document is to provide examples of exemplary P2 Week activities to assist and inspire this year's local organizers.

Please consider completing and sending in an [Activities Award Application](#) for **Pollution Prevention Activities** accomplished in 2002 and not **just** during National Pollution Prevention Week. Send your completed form to the Department of Toxic Substances Control's Office of Pollution Prevention and Technology Development via E-mail: [ntp2week@dtsc.ca.gov](mailto:ntp2week@dtsc.ca.gov) or fax it to DTSC/OPPTD NP2W at (916) 327-4494, or mail it to Robert Ludwig, DTSC/OPPTD, P.O. Box 806, Sacramento, CA 95812-0806.

If you have questions or need more information on National Pollution Prevention Week, contact Robert Ludwig at [rludwig@dtsc.ca.gov](mailto:rludwig@dtsc.ca.gov) or (916) 324-2659.

"The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, see our Web-site at [www.dtsc.ca.gov](http://www.dtsc.ca.gov)."

**Compendium of  
POLLUTION PREVENTION WEEK 1999  
*"Activity of the Week" Award Winners***

**BURBANK WATER RECLAMATION PLANT ISRCP DIVISION**

<b>Activity:</b>	<b>Educational Literature Handouts to Industry Contacts</b>
<b>Date:</b>	Sept. 20, 1999
<b>Target Audience:</b>	Industries located within the City of Burbank
<b>Location:</b>	City of Burbank
<b>Co-Sponsors/Partners:</b>	Burbank Water Reclamation Plant ISRCP Division
<b>Description of Activity:</b>	To distribute educational handouts relating to storm water and its issues, pollution prevention week posters, and pamphlets on water-based cleaner using disposals. As a group, the effort was to improve overall awareness of environmental issues.

**CITY OF EUREKA**

<b>Activity:</b>	<b>Pollution Prevention Humboldt Environmentally Responsible (HERO)</b>
<b>Organization</b>	North Coast Pollution Prevention Committee
<b>Date:</b>	Sept. 21, 1999
<b>Target Audience:</b>	Public Media Local politicians
<b>Location:</b>	Humboldt County Courthouse Humboldt County Board of Supervisors Meeting
<b>Co-Sponsors/Partners:</b>	Humboldt County Division of Environmental Health City of Arcata City of Eureka North Coast Unified Air Quality Management District North Coast Regional Water Quality Control Board State Office of Pollution prevention
<b>Description of Activity:</b>	Award was given out to three local businesses. Video of pollution prevention was shown on local television.
<b>Exceptional Merits:</b>	First ever pollution prevention Award for business on the North Coast.

## **CITY OF CALABASAS**

**Activity:** **Pollution Prevention Fair**  
**Date:** Oct. 9, 1999  
**Target Audience:** Youth community  
**Location:** Juan Bautista de Anza Park  
**Co-Sponsors/Partners:** GI Rubbish  
Las Virgenes Disposal  
KROQ Radio Station  
Heal the Bay  
**Description of Activity:** The event took place at a local park and it included the following activities: used to help spread the word about the environment; games and prizes; music from local radio station; food prepared by Calabasas High School Earth Club; distribution of educational material.  
**Exceptional Merits:** The City of Calabasas and all sponsors/partners are working together as a team to promote a clean environment, a diversity of outreach methods.

## **SANTA BARBARA COUNTY AIR POLLUTION CONTROL DISTRICT**

**Activity 1:** **APCD Board Resolution**  
**Date:** Sept. 16, 1999  
**Target Audience:** APCD Board, APCD staff, general public, media  
**Co-Sponsors/Partners:** Santa Barbara County APCD  
**Description of Activity:** Presentation made to APCD Board recognizing Pollution Prevention Week, Listing APCD activities. Board adopted resolution.  
**Exceptional Merits:** Made decision-makers aware of the APCD's commitment to Pollution prevention as well as our Pollution Prevention Week activities.

**Activity 2:** **Pollution Prevention Week Radio Campaign**  
**Date:** Sept. 20-24, 1999  
**Target Audience:** General public  
**Location:** advertisements ran on radio stations throughout the county  
**Co-Sponsors/Partners:** APCD  
City of Carpinteria Public Works  
City of Lompoc  
Santa Barbara County Water Agency  
Community Environmental Council  
City of Santa Barbara Public Works  
Traffic Solutions  
**Description of Activity:** Worked together with the partners to develop four different radio spots featuring children talking about pollution prevention and keeping their world clean. Messages included recycling used motor oil and other household hazardous waste, transportation and air quality, ocean water pollution. Advertisements, in English and in Spanish, ran on radio stations throughout the county during Pollution Prevention Week.  
**Exceptional Merits:** Reached a wide, diverse audience and spread the message that we all play a part in pollution prevention.

**Activity 3:                   Pollution Prevention Week press release**  
**Date:**                               Sept. 14, 1999  
**Target Audience:**               Sent to television, newspaper, Chambers of Commerce, and radio stations in the county.  
**Co-Sponsors/Partners:**       APCD  
   City of Carpinteria Public Works  
   City of Lompoc  
   Santa Barbara County Water Agency  
   Community Environmental Council  
   City of Santa Barbara Public Works  
   Traffic Solutions  
**Description of Activity:**       Worked together with partners to develop a press release discussing Pollution Prevention Week and what the public can do to prevent pollution. The press release included lists of pollution prevention tips and story ideas.  
**Exceptional Merits:**             Resulted in several newspaper articles as well as one television news story featuring a Green Award winner.

## **SANTA BARBARA COUNTY AIR POLLUTION CONTROL DISTRICT**

**Activity 4:                   Green Awards and Green Awards Luncheon**  
**Date:**                               Sept. 24, 1999  
**Target Audience:**               Private industry  
   General media  
**Location:**                        The Faculty Club, University of California, Santa Barbara  
**Co-Sponsors/Partners:**       Green Award Consortium Made up of the APCD  
   Traffic Solutions  
   County of Santa Barbara-Solid Waste & Utilities Division  
   Community Environmental Council  
**Description of Activity:**       Sixth annual green business awards  
**Exceptional Merits:**             The Green Award recognizes voluntary private sector activities that result in cleaner air or water, less waste, less traffic, conservation of energy and natural resources, or reduced use of hazardous materials. The award winners and the luncheon received outstanding medial coverage over previous years. The event was over in local print media, radio and television.

**Activity 5:                   Pollution Prevention Week Coverage in APCD Newsletter, On the Air**  
**Date:**                               July/August and Sept/Dec  
**Target Audience:**               Permitted Sources  
   General public  
**Description of Activity:**       These issues of On the Air focused on Pollution Prevention Week, general pollution prevention tips, and the Green Award winners. The Santa Barbara News ran an editorial based on information taken from our newsletter.  
**Exceptional Merits:**             Spread the word on Pollution Prevention Week to businesses and the general public.

**Activity 6:**                    **Op-ed piece run in Santa Barbara News Press**  
**Date:**                                Sept. 19, 1999  
**Target Audience:**                General public  
**Co-Sponsors/Partners:**        Community Environmental Council  
**Description of Activity:**        Director of the APCD worked with the Director of the Community Environmental Council to write an Op-ed piece on the environmental issues facing our community. The Op-ed tied pollution prevention to the larger decisions and questions facing our county.  
**Exceptional Merits:**                Reached the community via the Sunday paper.

**Activity 7:**                    **Pollution Prevention Week Poster Distribution**  
**Date:**                                Sept. 13-27, 1999  
**Target Audience:**                County employees  
     General Public  
**Location:**                        County Administration buildings in Santa Barbara and Santa Maria  
**Description of Activity:**        Had posters put up in County Administration buildings.  
**Exceptional Merits:**                Received phone calls requesting information on Pollution prevention Week and to request copies of the poster.

## **CITY OF MILPITAS**

**Activity 1:**                    **Doorhanger Distribution**  
**Date:**                                Sept. 3 & 7, 1999  
**Target Audience:**                Residences  
**Location:**                        Residential neighborhoods  
**Description of Activity:**        A Pollution Prevention Week doorhanger was distributed to all residences. The doorhanger announced events during Pollution Prevention Week and encouraged pollution prevention activities.

**Activity 2:**                    **Creek Clean Up**  
**Date:**                                Sept. 18, 1999  
**Target Audience:**                Residences  
     Businesses  
**Location:**                        Wrigley Ford and Penitencia Creeks  
**Co-Sponsors/Partners:**        Coastal Commission  
     Santa Clara Valley Water District  
     (Creek Connections Action Group)  
**Description of Activity:**        To kick off Pollution Prevention Week and in honor of Coastal Clean Up day, over 200 volunteers teamed together to clean up Wrigley Ford and Penitencia Creeks. Large groups were Milpitas Christian School, Milpitas High School, and Lifescan Corporation. Some of the highlights was digging out a car, car seats, a computer monitor and printer, and 4.2 tons of trash! After the event, pollution prevention tips were handed out to each volunteer along with refreshments and a T-shirt.

**Activity 3: Bookmark and Lesson Plan Distribution**  
**Date:** Week of Sept. 20, 1999  
**Target Audience:** Students grade 3-12  
**Location:** Milpitas Unified School District: elementary, middle, and high schools  
**Description of Activity:** Bookmarks and activity sheets were distributed to 3-8 grade science coordinators to distribute to their students. Bookmarks were distributed to high school grades.

**Activity 4: Farmer's Market Information Booth**  
**Date:** Sept. 19, 1999  
**Target Audience:** Public  
**Location:** Milpitas Town Center  
Farmer's Market  
**Description of Activity:** An information booth was set up at the Milpitas Farmer's Market. The City's Electric Vehicle was also on display for the public to see an alternate transportation method. Residents received various brochures on how to prevent air pollution through trip linking and alternative commutes, prevent storm water pollution, and how to recycle and Household Dump Days. Coloring books, frisbees, pens, and erasers were distributed to children.

## **CITY OF MILPITAS**

**Activity 5: Automotive Facilities Mailout**  
**Date:** Week of Sept. 20, 1999  
**Target Audience:** Automotive Service Facilities  
**Location:** City-wide  
**Description of Activity:** In honor of Pollution Prevention Week a letter along with a variety of literature was mailed to every auto service facility in the City of Milpitas. Seven brochures described ways facilities can prevent storm water pollution.

**Activity 6: City Proclamation**  
**Date:** Sept. 7 1999  
**Target Audience:** Residents  
Businesses  
**Location:** City Hall Council Chambers  
**Description of Activity:** Mayor Henry Manayan presented the Pollution prevention Proclamation at the City of Milpitas' Council Meeting.

- Activity 7: Company Spotlight Editorial and Awards**  
**Date:** Sept. 16 and 21, 1999  
**Target Audience:** Businesses/Residences  
**Location:** Milpitas Post Newspaper  
City Council Meeting  
**Description of Activity:** Three companies were chosen as Pollution Prevention Week companies. These companies were Michael's Cleaner (dry-cleaning), Liberti's Electric (Auto Facility), and Quantum Corporation. A news article in the Milpitas POST describes the companies pollution prevention efforts. In honor of their efforts, the three companies were awarded with a pollution prevention Plaque at the City Council Meeting on September 21, 1999.
- Activity 8: Public Service Announcements-City Cable TV/Radio, Employee E-mail**  
**Date:** Sept. 20-26, 1999  
**Target Audience:** City residents and employees  
**Description of Activity:** Pollution prevention messages were placed on the City's Cable Television Channel and Radio Station. Pollution prevention messages were also sent to City-wide Employees.
- Activity 9: Web Page**  
**Date:** Sept. 20-26, 1999  
**Target Audience:** Residences  
**Description of Activity:** A pollution prevention web site was created posting pollution prevention events, action tips, and a quiz that offers a prize!
- Activity 10: Displayed Pollution Prevention Week Posters**  
**Date:** Sept. 20-26, 1999  
**Target Audience:** Public  
**Description of Activity:** Posters were distributed to all Milpitas Unified School District Elementary Schools. Posters were also displayed in City Hall and other City facilities.

## **SAN LUIS OBISPO COUNTY AIR POLLUTION CONTROL DISTRICT**

- Activity 1: Make Compost Not Smoke - Pollution Prevention Week**  
**Date:** Sept. 20-26, 1999  
**Target Audience:** Public  
**Description of Activity:** To promote alternatives to burning, the APCD and a select group of businesses are sponsoring a "Make Compost Not Smoke" message. Price reductions for chipping sales, services, and rentals will be recognized by participating area merchants. Advertisement will be in various County newspaper.
- Activity 2: Oil Recycling**  
**Date:** Sept. 18, 1999  
**Target Audience:** Public  
**Location:** Santa Rosa Park  
**Co-Sponsors/Partners:** Integrated Waste Management Authority (IWMA)  
San Luis Obispo County Environmental Health  
Cadre of Corps  
**Description of Activity:** Promoting aspects of oil contamination prevention. Participants will receive a "do-it-yourself" oil change kit as well as environmentally sound information on re-refined oil, recycling, and awareness.

**Activity 3: Integrated Pest Management in the Home and Garden**  
**Date:** Sept. 15, 1999  
**Target Audience:** Public  
**Location:** County Building  
**Co-Sponsors/Partners:** San Luis Obispo County Agriculture Department  
Integrated Pest Management (IPM)  
**Description of Activity:** A workshop entitled "IPM in Home and Garden". Speakers from Agriculture Department and a Master Gardener program will be open to the public.

**Activity 4: Composting with Worm Bins**  
**Date:** Sept. 18, 1999  
**Target Audience:** Public  
**Location:** Farm Bureau Conference Room  
**Co-Sponsors/Partners:** San Luis Obispo County IWMA  
**Description of Activity:** A workshop to teach the public how to start and maintain a worm bin at home or office. Worm bins and worms will be for sale at a nearby center called Farm Supply.

**Activity 5: Montana de Oro Restoration Project Field Tour**  
**Date:** Sept. 17, 1999  
**Target Audience:** Public  
**Location:** Montana de Oro State Park  
**Co-Sponsors/Partners:** California Regional Water Quality Control Board  
**Description of Activity:** A tour of the park by hiking.

## **EASTERN MUNICIPAL WATER DISTRICT**

**Activity 1: SB 14 Luncheon**  
**Date:** Sept. 20, 1999  
**Target Audience:** Purchasing Staff  
Contracts Staff  
Maintenance Staff  
Environmental Staff  
**Location:** EMWD Headquarters  
**Description of Activity:** Provided a fun catered lunch discussion groups about how to do a better job of reducing the hazardous waste created at our facility. Games were designed to teach about the sources and reductions possible.  
**Exceptional Merits:** All of our purchasing and contract staff attended and we have been working to get them onboard the pollution prevention bandwagon for 5 years. The Purchasing Director now realizes that pollution prevention can save money.

**Activity 2: EMWD Pollution Prevention Person of the Year**  
**Date:** Sept. 20, 1999  
**Target Audience:** EMWD employees  
**Location:** EMWD Headquarters  
**Description of Activity:** Continental Breakfast with displays about pollution prevention.



**Activity 3: Handout**  
**Date:** Sept. 1-28, 1999  
**Target Audience:** General public  
**Location:** PTA  
 Senior Groups  
 EMWD employees  
**Description of Activity:** Handout containing safety catch for cabinet to educate homeowners about how to reduce use of chemicals and the risk when using them.

**Activity 4: Posters**  
**Date:** Aug. 25, 1999 to Sept. 20, 1999  
**Target Audience:** Public  
**Location:** Various  
**Co-Sponsors/Partners:** Facilities that agreed to post  
**Description of Activity:** Posters were delivered to city and county offices, schools, libraries, etc. to publicize Pollution Prevention Week.

**Activity 5: Proclamation/Board Presentation**  
**Date:** Sept. 15, 1999  
**Target Audience:** Board of Directors and general public  
**Location:** EMWD Headquarters  
**Description of Activity:** Presentation was made by staff concerning how pollution prevention saved the agency money during the 1998-1999 fiscal year.  
**Exceptional Merits:** Connected Pollution prevention to cost savings.

## **EASTERN MUNICIPAL WATER DISTRICT**

**Activity 6: Presentation**  
**Date:** Sept. 8, 1999  
**Target Audience:** EH&S personnel from manufacturers  
 Chamber of commerce personnel  
 City and county development staff  
**Location:** Embassy Suites in Temecula  
**Description of Activity:** Summarized the free assistance available for businesses seeking to reduce their pollution through process changes, input changes, and good housekeeping and to remain compliant with regulations.  
**Exceptional Merits:** Educated individuals involved in bringing new business to the area.

## MISSION RESOURCE CONSERVATION DISTRICT

<b>Activity:</b>	<b>Pollution Prevention Matinee</b>
<b>Date:</b>	Sept. 25, 1999
<b>Target Audience:</b>	North San Diego County K-6 grade students
<b>Location:</b>	Fallbrook Public Utility District Auditorium
<b>Co-Sponsors/Partners:</b>	Department of Conservation San Diego County Department of Environmental Health Fallbrook Elementary Union School District Bonsall School District Vallecitos School District Fallbrook Public Utility District
<b>Description of Activity:</b>	Three matinees was offered free of charged to students, K-6. Flyers were distributed through the school district to notify parents. Matinee were consist of the screening of 2 video: "Recycle Rex" and "The Adventure of Rufus and Wally." The former video focuses on Recycle-Reuse-Reduce and the later video focuses on storm water pollution prevention. The students was also helped with a hands-on experiment showing the affects of pollution in our watershed. Free popcorn and punch, along with prizes, were provided.
<b>Exceptional Merits:</b>	Provide pollution prevention and watershed awareness to youth in a fun and exciting manner.

## DUBLIN SAN RAMON SERVICES DISTRICT

<b>Activity 1:</b>	<b>Distribution of Flyers</b>
<b>Date:</b>	Sept. 20, 1999
<b>Target Audience:</b>	Households of Dublin, San Ramon, and Pleasanton
<b>Location:</b>	Dublin, San Ramon, and Pleasanton
<b>Description of Activity:</b>	Place insert "Household Hazardous Waste Checklist" and other educational inserts inside Monday's edition of Valley Times Newspaper.
<b>Exceptional Merits:</b>	Valley Times serves over 12,000 households in the Tri-Valley area. This event will educate the local community and this is also a good promotional event for Pollution Prevention Week.

## DUBLIN SAN RAMON SERVICES DISTRICT

<b>Activity 2:</b>	<b>Short Live Interview with Community Television Channel</b>
<b>Date:</b>	Sept. 21, 1999
<b>Target Audience:</b>	Local community
<b>Description of Activity:</b>	Live interview on community television channel 30 lasting 3-4 minutes. Topic of interview will involve importance of pollution prevention and also ways viewers can help.
<b>Exceptional Merits:</b>	Uses the media of television to address a larger audience. This will provide viewers with practical information that they can use to help decrease the amount of pollution.

**Activity 3 and 4: Set up Pollution Prevention display in Dublin Library, Pleasanton Library, and San Ramon Library**

**Date:** Sept. 22-23, 1999

**Target Audience:** Children and their parents

**Location:** Dublin, Pleasanton, and San Ramon Libraries

**Description of Activity:** Set up a pollution prevention display in libraries. Give out toys and games with pollution prevention theme to children and pass out informative brochures on pollution prevention to their parents.

**Exceptional Merits:** Educating children on the importance of Pollution prevention is the most effective way in cleaning up our environment in the long run. Children are more willing to take in new information and they more likely to be influenced by this new information, and they're also the future.

**Activity 5: Set up display in front of Orchard Supply Hardware**

**Date:** Sept. 24-25, 1999

**Target Audience:** Adults

**Location:** Orchard Supply Hardware in Dublin

**Description of Activity:** Set up pollution prevention display in front of Orchard Supply Hardware and pass out pollution prevention brochures to passing customers.

**Exceptional Merits:** Adults who do work on their homes or cars are the ones who are usually polluting unknowingly. This is an opportunity to educate them on what is acceptable and what is not.

## **SACRAMENTO COUNTY BUSINESS ENVIRONMENTAL RESOURCE CENTER**

<b>Activity:</b>	<b>Fifth Annual Pollution Prevention Awards Ceremony</b>
<b>Date:</b>	Sept. 20-26, 1999
<b>Target Audience:</b>	Large and small businesses Industries representatives Public organizations Elected officials Trade associations Chamber of commerce Regulatory
<b>Location:</b>	Grand Ballroom at the Doubletree Hotel, Sacramento, CA
<b>Co-Sponsors/Partners:</b>	Sacramento Metropolitan Air Quality Management District (SMAQMD) Sacramento Regional County Sanitation District (SRCSD) Sacramento County Public Works Agency Water Resources and Waste Management & Recycling Divisions Sacramento Municipal Utility District (SMUD) Sacramento Business Journal
<b>Description of Activity:</b>	26 businesses who were members of the Sacramento Area Pollution Prevention Committee were nominated for pollution prevention awards. A 30-minute networking opportunity allowed attendees to interact with elected officials, agency administrators, and local business leaders. Award recipients were given a crafted wood plaque.
<b>Exceptional Merits:</b>	Received extremely positive feedback from both award recipients and audience members regarding event. Because so many attended, the event, and because many are community leaders, the exposure gained by the recipients for their efforts are a tremendous boost for pollution prevention measures. Efforts also served to motivate other businesses at the ceremony to explore pollution prevention opportunities in their operations. In addition, many of these other businesses expressed a desire to participate in next year's nomination process.

## **COUNTY SANITATION OF LOS ANGELES COUNTY DISTRICT 2**

<b>Activity:</b>	<b>2 day Symposium</b>
<b>Date:</b>	November 8-9, 1999
<b>Location:</b>	Hyatt Regency Monterey
<b>Description of Activity:</b>	A symposium will be held to focus on developing and sharing tools that professionals. Have found useful for pollution prevention. There will be speakers discussion, interactive discussion, and more.

## **YOLO COUNTY BOARD OF SUPERVISORS**

<b>Activity:</b>	<b>PROCLAMATION</b>
<b>Date:</b>	Sept. 21, 1999
<b>Description of Activity:</b>	Proclaimed the week of September 20-26, 1999, as National Pollution Prevention Week.

## **CITY OF PINOLE**

**Activity:** **PROCLAMATION**  
**Date:** Sept. 7, 1999  
**Description of Activity:** Proclaimed the week of September 20-26, 1999, as National Pollution Prevention Week.

## **CITY OF COVINA**

**Activity:** **PROCLAMATION**  
**Date:** Sept. 13, 1999  
**Description of Activity:** Proclaimed the week of September 20-26, 1999, as National Pollution Prevention Week.

## **SANTA CLARA COUNTY**

**Activity 1:** **The Blue Planet A Video Presentation**  
**Date:** Sept. 22, 1999  
**Target Audience:** Employees and Public  
**Location:** County Government Center  
**Description of Activity:** Blue Planet is a NASA collaborated filmed during five space shuttle missions. Reveals the forces affecting the planet's fragile ecological balance-both natural and human. P2 information and "give-away" will be handed out.

**Activity 2:** **Home Composting Day**  
**Date:** Sept. 25, 1999  
**Target Audience:** Public  
**Location:** 1553 Berger Drive, San Jose  
**Description of Activity:** Home composting bin, "Earth Machine", will be on a special price for \$37.50 each. A free "Composting Basics" workshop in Mtn. View, Santa Clara, Sunnyvale, and Palo Alto.

The two activities listed for Santa Clara County Pollution Prevention Program are two of many activities under the calendar in the news sheet for Fall 1999.